METHOD AND SYSTEM FOR PREDICTING AGGREGATE BEHAVIOR USING ON-LINE INTEREST DATA

ABSTRACT OF THE DISCLOSURE

A method of predicting aggregate behavior of a population is provided. A

5   modeling system configured to model aggregate behavior of a population as a function of

aggregate on-line interest data is provided. The on-line interest data is based on passive

observation of on-line behavior of a subpopulation, wherein the on-line behavior is related to,

but different than, the behavior to be modeled, and wherein the subpopulation comprises a

subset of the population. On-line interest data related to a subject is input to the modeling

10   system. A prediction of aggregate behavior related to the subject is generated with the

modeling system.

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